

Subject: Re: Re: Thank you and insertsboundary="Apple-Mail=_34F633FB-3254-4BAA-9013-A6F269B264AC"
From: "Dawn Eastin" <dawn@downtownnews.com>
Date: 01/05/2016 09:02 AM
To: "Henna Sherzai" <HSherzai@downtownla.com>

Hi Henna,

Happy New Year! Just checking in on the inserts.

*Dawn Eastin
General Manager
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On Dec 29, 2015, at 10:33 AM, Henna Sherzai wrote:

Hi Dawn,

Just checking in on this. We should be getting a quote from our printer today and will be able to let you know late Monday if we can move forward with the insert.

Thanks!

From: Dawn Eastin [mailto:dawn@downtownnews.com]
Sent: Tuesday, December 22, 2015 9:23 AM
To: Henna Sherzai <HSherzai@downtownla.com>
Subject: Re: Thank you and inserts

Yes, I remember that. Well the price is quite different, it would be about \$8K for the cover we discussed. Not sure what your printing cost will be for the inserts which could make a difference.

The price I quoted you for the inserts was for 40K our full distribution. They would need to be delivered to the printer by the Wednesday prior to the publication they would be inserted. So for the issue of January 25 they would need to be delivered to our printer in Ontario by January

20.

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On Dec 22, 2015, at 9:06 AM, Henna Sherzai wrote:

Thanks, Dawn! It wouldn't hurt to have the cost for both. I mentioned it in our staff meeting after we met. It sounds like there was some demand for posters of the infographic in 2013 so I'm beginning to think a good quality insert is the way to go. I think a lot of people held on to it.

If we sent you all of the press materials by 1/12, how many printed inserts would you need and when would they need to be delivered?

From: Dawn Eastin [<mailto:dawn@downtownnews.com>]
Sent: Monday, December 21, 2015 5:53 PM
To: Henna Sherzai <HSherzai@downtownla.com>
Subject: Thank you and inserts

Thank you for breakfast, Henna. I love the new direction for the marketing committee.

On the pricing for the possible inserts for the demographic study. The cost would be \$1760.

I know cost was an issue, let me know if you would still like pricing on the Spadea (1/2 front, full back).

Dawn

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